Ironistic

Usability (UX) Audit

Impact

Why Should I Care, and What Is the Process?

Whitepaper by

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Ironistic: Usability (UX) Audit: Why Should I Care, and What Is the Process?

This article is one of a three-part series on digital audits that are imperative for the success of any website. Besides usability audits, you can learn about SEO audits and technical audits.

Just What Is Website User Experience (UX) and Just How Important Is It?

Think about when you walk into your favorite store or restaurant. The thing that initially drew you may have been the product or menu, but what keeps you coming back for more is probably the experience – the ambiance, the design, and/or the service. You're here for all of it.

The same goes for your website. No matter how good that trendy, farm-to-table restaurant is – if you walk in and it's dirty, disorganized, or you're forced to wait too long for a server – odds are you'll think twice about going back there. You might even turn around and walk right back out.

Is that happening on your site? Are people getting frustrated with page loading speeds, navigation hiccups, or design flaws? You should know. User experience – how easy and pleasant your website is to use – is critical to the success of your digital platform, especially in this mobile day and age.

> **88% of consumers are less likely to return to a site with bad UX.**
>
> **90% of consumers stopped using an app because it performed poorly.**
>
> **53% of mobile users abandon their visit if the site takes more than three seconds to load.**
>
> **(Hubspot)**

Even if the cornerstone of your business is a brick-and-mortar establishment, your customers are likely finding and researching you online. It's just convenient.

So, if they chance upon your website and they have a poor user experience, they may never actually walk through your doors...or call you, or email you, or register, or donate, or add-to-cart. They have options, and they know it.

That's why usability (or UX) audits are so important for your organization.

What Are Usability Audits and What Is the UX Audit Process?

You might hear the word 'audit' and cringe, but, in this case, it doesn't necessarily deserve a bad connotation. All kinds of site audits, including UX audits, are more like your annual health checkup and less like a trip to the principal's office.

It's something smart you should be doing on a regular basis to keep performing at an optimum level. We recommend running a UX audit about 2-3 times per year, whenever you make an update, or if you suspect something is amiss.

For instance, if you notice sales trending downward or analytics show people bouncing from your site, leaving their carts before completing a purchase, or any other loss of conversions, it's

probably time to get on that UX audit.

And when you opt for [regular website maintenance services](#) with Ironisticyours truly, usability audits are part and parcel of what we do. So, you can sit back, relax, and we'll do all the hard work for you.

That said, here's what goes into the UX audit process:

First, we typically start off with a well-versed understanding of your business, your services and/or products, your overall objectives, your core audience, and what you want them to do on your site. With that, we can start going page by page through your website and make sure that it aligns with all those goals things and that the user experience supports conversion efforts.

10 UX details that we analyze and assess are:

1. **Navigation:** Are the website's menu and pathways clear and consistent? Can users peruse your site with ease or is it difficult to find key information and pages? Do the links work as intended? Do any pathways lead to the wrong page or 404 errors? Is it easy to return to from whence they came (back button functionality)?

2. **[Images:](#)** Do the images have quality resolution? Do they appear as they should on both desktop and mobile? Are they the right size for where they are placed? Are they appealing, relevant, and on-brand?

3. **Videos:** Do your video links work? Are they brand-friendly and up-to-date? Is the messaging on point?

4. **Written content:** Are there grammatical errors or inconsistent styling in your content? Is the content scannable for a digital audience, or are the paragraphs too long? Is the font type too small? Are some pages too light on content, not fulfilling users' needs? (This is also critical for SEO.) Is the content presented in a visually-appealing and organized way?

5. **Call-to-actions:** Do the pages on your site present clear and well-placed calls-to-action? These shouldn't be only buried at the bottom of your page and hidden within lines of content.

6. **508 / ADA compliance:** Accessibility is also an important feature for websites that many businesses are still overlooking. Ensuring that people of all abilities can use your website is key not only for complying with accessibility guidelines but for reaching your entire audience – not just some. We can look at design and content to see if it's 508 compliant.

7. **Links:** We mentioned links in site navigation and videos – but every single link should be checked for accuracy.

   If a user is reading a blog about, say, IT managed services and clicks on a link to read more about these services, but ends up with a 404 error, you haven't made a good impression. (Likewise, if the page they access doesn't give them the information they're probably looking for, then there's a pretty good chance you'll lose the conversion. This is why content is also key.)

8. **Mobile-friendly:** We'll take a look at your site to make sure that the user experience is optimal from a mobile and tablet view – not just on a desktop. This step in the UX process keeps growing more and more important as the percentage of consumers using mobile devices for digital searching and shopping continues rising.

9. **Overall design:** Is the design outdated or boring? Is it keeping pace with your industry and competition? Is it cluttered and messy, or is it neat and visually appealing? Is it on-brand? Does the text on images appear clearly, or is it muddled and hard to read? Is it consistent throughout your site?

10. **Overall functionality:** Does your site's functionality match what users expect? Is it clunky? Do pages take more than three seconds to load? Do dropdowns, animation, maps, calendars, and other features or integrations work as intended? Is it up to date with industry standards and your competition?

A comprehensive UX audit will analyze all these things as well as take into account analytics like

bounce rates, conversion rates, and time spent on page. These data points can reveal if there might be something wrong with the user experience.

Ironistic then presents these assessments in a clear and easy-to-understand report complete with details about how issues can be fixed and how long it might take to fix them.

A Final Thought About Usability Audits

A last piece of professional advice about **the importance of regular UX audits:** You may look at your website and note that it has the best design and functionality, that it's superbly organized and easy to use — BUT the moment your user has a different and perceptively better experience on a different site, a new user expectation has been set that you must meet.

This is why staying on top of user trends and habits in your industry and with your competition is vitally important. Changes and evolutions are just part of the game. To stay ahead, you have to remain aware and remain informed.

Let Ironistic help you keep up with the Joneses. With our digital strategy, digital marketing, and website maintenance services, we can support the health of your site and provide a good foundation for meeting your organization's goals.

Connect with us for your UX audit or any other questions or concerns you may have about your website.